

Final Conference

# PRODUCT ENVIRONMENTAL FOOTPRINT

## The opportunity to boost circular economy in the agri-food sector

27<sup>th</sup> May 2019 - "PALAZZO WEGIL" - AUDITORIUM - ROMA, Largo Ascianghi 5

The "Product Environmental Footprint" (PEF) is a new European reference, currently being tested, to assess the environmental impact of a production cycle and to consider the impacts of a product along its life cycle, from the production of raw materials, processing, packaging, distribution to waste management. The conference will provide the final balance of the European project PEFMED (<https://pefmed.interreg-med.eu/>) communicating the main results gathered by the pilot actions conducted on a basket of products in different European regions of the Mediterranean area. The event will also be an opportunity to present other good practices in the field of environmental sustainability and understand how the regional Smart Specialization Strategies can foster interventions and incentive measures to support the sustainability of the Mediterranean food supply chains. During the conference, posters relating to best practices, technologies and application cases selected through a specific call for poster will be presented and awarded.

### PROGRAMME

9:30 • **Registration And Welcome Coffee**

*Moderator: Mr. Carlo Hausmann, Director Agrifood Chamber of Commerce Rome*

10:00 **YELLOW SESSION: PEFMED RESULTS IN A NUTSHELL**

*Release of #1 official video project presentation)*

10:15 • **Scientific and methodological considerations**

*Laura Cutaia, Head of Resource Valorisation Laboratory, ENEA*

*Caterina Rinaldi, PEFMED Coordinator, ENEA*

10:30 • **The definition of socio-economic indicators for the PEF between opportunities and criticalities: technical conclusions**

*Juan Andrés Salido, DNV GL Business Assurance Spagna*

10:45 • **Conclusions on the participation of agri-food companies in the project**

*Vasso Papadimitriou, Director Hellenic Food Federation, SEVT*

11:00 **BLUE SESSION: THE ACTION OF POLICY MAKERS IN EUROPE**

*Release of #2 video at Thonon mineral water company France*

11:15 • **Environmental footprint: update and scenarios**

*Imola Bedo, European Commission Directorate-General for Environment*

11:30 • **The position and the contribution of the food & drink european industry**

*Patricia Lopez, FoodDrinkEurope \*video recorded*

11:45 • **The MED Programme and the Green Growth Community**

*Maria Groueva, Interreg MED Programme - Joint Secretariat*

*Martina Vallerotonda, SYNGGI-CUEIM*

*Accreditation process for the certification of training credits from OTAN (Food Technologists)  
and from FIDAF (Agronomists and Forestry Doctors) Orders.*

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### 12:05 GREEN SESSION: RELEVANCE OF THE LOCAL POLICIES AND THE REGIONAL ACTORS

*Release of #3 video at Sangiovanni cheese factory Italy)*

12:15 • **The "Made Green in Italy" scheme in the frame of sustainable development policies**  
Fiamma Valentino, *Ministry of Environment, Protection of the Territory and the Sea - AT Sogesid*

12:30 • **PEF and public policies**  
Enrico Cancila, *ART-ER*

12:45 • **The lessons learnt and final consideration from PEFMED**  
Marco Meggiolaro, *EURIS*

13:00 • **Debate and open questions by the audience**

13:15 • Light lunch and poster area

### 14:15 ORANGE SESSION: PROTAGONISTS

*Proiezione #4: video presso salumificio Argal Spagna*

14:30 • **The application of PEF method in the project pilot phase**  
Sara Cortesi, *ENEA*

14:50 • **The sustainability of packaging according to Parmalat**  
Marco Bianchi, *Parmalat*  
Matteo Locati, *Italian Institute of Plastics*

15:10 • **The "bridge" between sustainability and business models application**  
Walter Bertozzi, *BERST*

15:30 • **Debate and open questions by the audience**

15:45 • **"Green Poster" Prize: announcement of winners and awarding of prizes**  
Maurizio Notarfonso, *Federalimentare Servizi*  
Nicola Colonna, *ENEA*

16:15 • **Closing remarks**  
Cyril Bertrand, *CRITT Agroalimentaire PACA*



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